

Macy's

R. H. Macy & Co.'s Attractions Are Their Low Prices.

Both Sides 14th St. from 13th to 15th, 6th Av.

We will close our present building this Fall, when we move into our new store—Broadway at Sixth Av., 14th to 35th St.

In the Nature of "A Card."

We have already made formal announcement that our present building will be vacated and closed upon completion of our new store this Fall. The public has shown a gratifying interest in our enterprise—something deeper and broader than mere curiosity. The Macy constituency has been asking for news. So watch the advertising, which is your regular and authentic source of information. Plans will be printed as fast as they develop. Meanwhile, we desire to state that a "Removal Sale" is **NOT** to be one of the preliminary steps that will mark our change of location. Such a movement would smack too strongly of the hackneyed "Special Sales," "Inventory Sales," "Re-building Sales," "Alteration Sales" and other subterfuges that are exploited the year 'round by so many dealers upon the flimsiest pretext. But we shall from now on, as rapidly as it can be done, announce "reductions" throughout various departments in order to facilitate the moving process. This method will be particularly observed in connection with merchandise that is seasonal now, but will be out of season when the new store is ready.

People, whether they have traded beneath this roof nearly half a century, or half a year, know that every element of progressive retailing is devoted to the principle of keeping prices, quality for quality, less than anywhere else. And so it follows we need no expediency to emphasize that truth. **COMPARISONS SUSTAIN THE CLAIM THAT WE ARE NEVER UNDERSOLD.** That large and controlling fact is expressed or implied in everything we do or say. Before, and after, we have moved, it will continue to be the active stimulus that keeps the thrifty aroused and alert to the Macy offerings.

Organdies, Reduced from 9c. to

6c

Figured Organdies—fine imported cloth; printed in this country—thirty designs and color combinations—dainty floral, scroll, ribbon and Dresden effects. Every yard is crisply fresh—not tossed and crushed out of original folds. Half the price others ask for their limp, wilted and mussed remnants.

Hosiery Reduced.

Women's and Men's Fancy Colored Cotton Hose and Half Hose, not a full range of sizes, reduced from 24c to 10c.

Women's Black Gauze Lisle Thread Hose, white heels and toes, reduced from 44c to...

29c

Children's Colored Ribbed and Lace Lisle Thread, and Black Ribbed and Rembrandt Ribbed Lisle Thread Hose, broken sizes, reduced from 39c to...

29c

Hosiery Not Reduced.

Women's Black Cotton Hose, double sole, heels and toes—and Lace Lisle Thread Hose, large variety, new designs, value 25c; our price 19c.

Women's Black Lisle Thread Hose, neat patterns, silk-embroidered insteps, value 35c; our price...

24c

Men's Black Lisle Thread Half Hose, uncommon designs, silk-embroidered insteps, value 25c; our price 19c.

Children's Dresses.

Children's Gibson, Russian, High-neck and Guimpe Chambray, Lawn, Gingham and Percale Dresses—blue, rose, pink, green—trimmed in many styles, reduced from \$2.95 to \$1.95.

Children's Sailor Suits, made of blue and cadet duck, full skirt and deep hem; collar, shield, tie and cuffs trimmed with white piping, sizes 4 to 14 years; reduced from \$1.47 to...

98c

Children's High-neck Dresses, made of gingham, blue, pink and green, yoke of all-over net, finished with bertha and embroidery, full skirt, deep hem, sizes 4 to 14 years; reduced from \$1.31 to...

74c

Upholstery Goods.

Irish Point Lace Curtains, wide borders, in rich Renaissance designs. Lots of two and three pairs.

\$5.49 kind reduced to \$1.98.
\$6.74 kind reduced to \$1.98.
\$7.99 kind reduced to \$6.24.

Four hundred pairs Nottingham Lace Curtains, real lace effect, only one pattern, reduced from \$1.70 per pair to \$2.74.

Cottage Curtains, twelve styles of thin, transparent cross-stitched material, fringed bottoms, reduced from \$1.34 per pair to...

98c

Nottingham Lace Bed Sets, including full size spread and two shams, accented copies of beautiful and costly Renaissance designs, reduced from \$5.90 to \$4.74.

Reversible Tapestry Portieres, good desirable staple colors, nearly all of them were made this season. One or three pairs in each lot.

\$4.99 kind reduced to \$1.24.
\$5.24 kind reduced to \$4.24.
\$6.49 kind reduced to \$4.99.
\$6.74 kind reduced to \$5.24.

Men's Negligee Shirts.

These Madras Shirts are the kind you are shown everywhere—but here—at \$1.50. A broad assortment of styles that may be appropriately called "swell," attached or separate cuffs, our price 74c.

Men's Negligee Shirts, made of fine light-weight Botany flannel, large variety of patterns, cut by delicately-trimmed silk stripes, reduced from \$1.49 and \$1.99 to...

94c

Embroidered Linen Handkerchiefs Reduced.

All-linen Handkerchiefs, scalloped edges, dainty and artistic designs finely wrought. There are too many kinds at certain prices. In order to narrow the stock down to a variety that is easier handled, we make the following reductions:

Six styles, marked from 19c. **16c**
Six styles, that were exceptional value at 24c; are now... **19c**

59c for \$1.00 Corsets, fine white batiste, straight front, low bust, long hips, trimmed with lace and ribbon.

Dimities, Reduced from 12c to

8c

Dimitie has won its way into the ranks of staples. At first a novelty—the delicately-corded, prettily printed, charming stuff has grown more popular with each succeeding season. That's why it is safe and economical to buy these Irish and American Dimities at 8c and lay them aside for next summer.

Black-and-White Louise Checks,

69c

These dainty, checky designs are deservedly desirable. They couldn't show on a choicer stuff than soft Louise. Wanted for waists and full dresses, also trimmings. Plenty here at 69c.

50c Mohair Brilliantines,

29c

Black and Navy Mohair Brilliantine, warranted fast dye, 45 inches wide. Hard to hit upon a better fabric for street or bathing costumes.

Shirt Waists.

Women's Shirt Waists, made of sheer white lawn, front trimmed with varied tucks, tucked back, cuffs and stock collar, reduced from 49c and 59c to 39c.

Women's White Waists, made of sheer white India linen, back and front trimmed with tucks and hemstitching, tucked stock collar, reduced from 99c to...

69c

Women's Shirt Waists, made of lace, striped and figured silk gingham, finished with stock collar, reduced from \$1.09 to...

99c

Women's Shirt Waist Suits. Second Floor.

Four hundred Shirt Waist Suits—batiste, madras, lawn and chambray. They should have come along with the twenty-five hundred advertised last week. Little in price because late in arriving.

Worth \$6.50; \$2.93 choice.

Medicinal and Toilet Goods.

Genuine Almond Meal, violet perfume, half-pound jars, reduced from 28c to 19c.

Eau de Quinine Hair Tonic, eight-ounce bottle, reduced from 57c to...

41c

Glycerine and Rosewater Sunburn Lotion, four-ounce bottle, reduced from 19c to...

14c

Handkerchief Extract, quadruple strength, rocky club wood violet, Jacque rose odors, one-ounce bottle, reduced from 42c to...

29c

Violet Water, our own specialty, six-ounce bottle, reduced from 49c to...

37c

Quinine Pills, box containing one hundred fresh two-grain pills...

16c

Brown Mixture Tablets for coughs...

15c

Macy's Acid Phosphate, four-ounce bottles, reduced from 24c to...

12c

Effervescent Salts, four-ounce bottles—Rochelle and Lithia, reduced from 29c to 19c.

Bone-handle Nail Brushes, five rows stiff white bristle, reduced from 24c to...

12c

Boxwood Black Hand Scrubs, seven rows stiff natural bristles, reduced from 39c to...

19c

Swan Down Powder Puff, ring top, reduced from 37c to...

18c

Military Hair Brushes, guaranteed to give satisfactory service, price reduced from \$2.98 per pair to...

\$1.49

Imported Rubber Cloth-lined Tourist Cases, reduced from 74c to...

37c

Furniture.

White Enamelled Iron Beds, 3 feet wide, all-iron woven wire spring and pine fibre mattress, value \$8.50; our price, \$6.99.

Solid Oak Chiffoniers, five deep drawers, cast brass handles, carved wood rail top, value \$5.00; our price...

\$3.99

Taffeta, reduced from 59c to

39c

Plain Taffeta Silk, good, strong, serviceable quality. We've been selling it right along at 59c per yard. The color range is not as complete as it was—old rose, cerise, red, reseda, lavender, purple, yellow, brown, turquoise, Nile and gray. The entire lot will be closed out at 39c. A rare silk value.

Women's Shoes.

Women's Bench-made Tan Lace Shoes; imported Russian Calfskin, full toes that spell "comfort," medium weight, welted soles, military heels, reduced from \$4.99 to \$2.49.

Women's Colonial Oxfords, patent leather, ideal Kid, Dongola, Mart or Colonial Kidskin, gun-metal silver or gilt buckles, some with gros grain ribbon bows, reduced from \$4.99 to...

\$2.89

Women's Orthopedic Lace and Button Shoes, made for tender feet, of very soft and mellow vici kidskin, patent leather tips, medium heels, reduced from \$3.74 to...

\$2.89

Women's Tan Oxfords, made of good kidskin, hand-sewed soles, medium heels, fresh, new; reduced from \$1.97 to...

\$1.97

Women's Suits.

4.98 Reduced from \$7.48—but only fifty of them.

Figured lawns and organdies—white, black, blue and green; trimmed with soft lace inserting and ruffles; gore flare skirts, with full circular flounce. Just the sewing is worth more than \$4.98.

Women's Shirt Waist Suits. Second Floor.

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Worth \$6.50; \$2.93 choice.

Good Groceries.

"Red Star" Coffee, reduced for three days from 29c to...

23c

"Red Star" Fruit Syrups, warranted absolutely pure, all flavors, quart 39c; pint...

19c

"Lily White" Grape Juice, quart, 39c; pint...

22c

Lime Fruit Juice, Martini brand, clarified and preserved, quart bottle...

24c

Carres, Inc. & Fils Olive Oil, superb quality, large bottle...

64c

Beri Legan Passeron & Cie. Olive Oil, direct from the French growers, highest grade two-gallon cans...

\$3.49

Salad Dressing, "Victoria" brand, pints, 15c; half pints...

10c

Tomato Catsup, "Sunshine" brand, pints, 9c; "Shirley" brand...

19c

"Lily White" Lobster, choicest that can be obtained, selected pieces, pound flat cans, reduced from 27c to...

23c

Fresh Crabs, "Sea Gull" brand, per can...

19c

Gift Edge Kipper Mackerel, large oval can...

12c

Whole Evaporated Apples, peeled and cored, reduced from 19c per pound to...

14c

Sweet Potatoes, "Turkey" brand, three-pound cans...

10c

Armour's Ham and Bacon, pound cans, reduced from 24c to 19c; half-pound cans of bacon, reduced from 11c to 9c.

High Grade Cigars. Annex. Julius Ellinger & Co.'s fine Key West Clear Havana Cigars will be sold to consumers at less than regular wholesale prices. Follow the quotations:

Invincibles, \$2.99 box of 25,
Delicias, \$3.99 box of 50,
Ideals, \$2.99 box of 50,

Fior de Meroje—Regalia Bouquet—dear Havana filler, Sumatra wrapper, box of fifty, reduced from \$2.99 to \$2.49.

Cubanola Perfectos, box of fifty at...

1.49

Visit Our New Restaurant

A moderate price, with prompt and courteous service. Everything in season deliciously prepared, and served in a delightfully cool and comfortable dining room.

A Midsummer Sale of

This is no hastily gotten together sale. It is a sale carefully conceived and will be as carefully executed. Its prime purpose is to further impress upon the women of Greater New York and adjoining towns the desirability of buying all their Muslin Underwear here. Our Muslin Underwear Department must be known as headquarters. This sale is important for—1st, the prices are the lowest of the low; 2d, the garments (in every case) are cut generously and made in a manner that the most fastidious could find no fault with; 3d, assortments are (as they always will be) most liberal. Now read

Corset Covers!

Cambric Corset Covers, neck edge of fine Hamburg, sizes 34 to 36, reduced from 19c to...

10c

Cambric Corset Covers, shape trimmed with lace of Hamburg, sizes 34 to 36, reduced from 25c to...

19c

Cambric Corset Covers, neck edge of fine Hamburg, sizes 34 to 36, reduced from 25c to...

25c

Cambric Corset Covers, neck edge of fine Hamburg, sizes 34 to 36, reduced from 25c to...

35c

Cambric Corset Covers, neck edge of fine Hamburg, sizes 34 to 36, reduced from 25c to...

49c

Cambric Corset Covers, neck edge of fine Hamburg, sizes 34 to 36, reduced from 25c to...

69c

Drawers!

MUSLIN DRAWERS, hem and trunks, opened and closed, sizes 34 to 36, reduced from 10c to...

10c

CAMBRIC DRAWERS, hem and trunks, opened and closed, sizes 34 to 36, reduced from 25c to...

25c

CAMBRIC LAWN AND MUSLIN DRAWERS, hem and trunks, opened and closed, sizes 34 to 36, reduced from 35c to...

35c

CAMBRIC and MUSLIN DRAWERS, hem and trunks, opened and closed, sizes 34 to 36, reduced from 49c to...

49c

CAMBRIC DRAWERS, hem and trunks, opened and closed, sizes 34 to 36, reduced from 69c to...

69c

Adams Dry Goods Co.

SIXTH AVENUE, 21ST AND 22D STREETS.

Muslin Underwear

at Remarkable Reductions from Real Values!

At Our Soda Fountain and Candy Dept.

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